

Marketing Associate
Bald Head Island Conservancy, Inc.



POSITION DESCRIPTION

The Bald Head Island Conservancy (BHIC) is an environmental non-profit organization whose Vision seeks to champion the sustainability of barrier islands through environmental research and stewardship. Bald Head Island is a barrier island located along the southeastern North Carolina coast, accessible only via ferry from Southport, NC. BHIC staff engage in conservation science partnerships with university researchers and governmental agencies; education programs for island visitors, residents, and school groups; and operation of our renown Sea Turtle Protection Program. The Marketing Associate is expected to create material that excites the public and current/future science and education partners about the BHIC's mission. The ideal candidate should be team-oriented, have 1-2 years of marketing experience, and a strong commitment to helping grow BHIC's ability to communicate with the Bald Head Island and coastal conservation community.

PRIMARY RESPONSIBILITIES

- Work closely with the Executive Director and Development Specialist to create effective communications that support annual giving, major and planned giving, memberships, and events
- Collaborate with Board Development Committee on material distribution among BHI homes
- Enhance BHIC's social media presence with mission-based posts
- Assist with managing BHIC's supporter database
- Assist Development Specialist with fundraising administrative tasks
- Create and distribute the monthly Conservancy Corner newsletter among supporters and members
- Participate in various fundraising activities including Turtle Trots, July 4 Auction, World Sea Turtle Day, and Life Member events
- Work with conservation and education teams to increase quality of marketing materials

QUALIFICATIONS

- Demonstrated excellence in marketing
- Bachelor's degree from accredited university or equivalent experience
- Experience with social media for marketing purposes
- Articulate, professional, and positive attitude with ability to think creatively and strategically
- Strong written and oral communication skills
- Must be able to travel to off-island events as needed
- Appreciation for the splendor of North Carolina's coastal environment

POSITION DETAILS

- Reports to the Development Specialist and Executive Director
- Full-time position with health, dental, and disability benefits and employer contribution to SEP-IRA after 1 year employment
- Ferry tickets and parking at mainland ferry terminal are provided
- Standard 5-day work week with occasional duties on evenings, weekends, and holidays
- Salary commensurate with experience

To apply, send a cover letter, resume, and list of 3 professional references to Executive Director Dr. Chris Shank at shank@bhic.org. Application deadline is February 3, 2025.

BHIC Mission

We Discover, Learn, Conserve and Preserve